



THE URBAN PAGE

Entertainment Center Takes Shape

The lights of the Lincoln Theater marquee went dark for the last time August 10th. The next time marquee lights illuminate this site they will be announcing the opening of a new, state-of-the-art, 14 screen theater. **The Douglas Grand**, to be built and operated by the Douglas Theater Company, will occupy much of the block bounded by O, P, 11th, and 12th Streets in the heart of downtown Lincoln. The Douglas Grand will bring thousands of additional moviegoers to downtown and will reinforce downtown's role as the City's entertainment center.



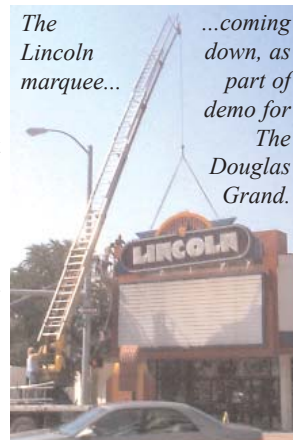
Future view looking southeast from the Embassy Suites at 11th and P Streets.

This redevelopment was made possible through a partnership between the City of Lincoln and the Douglas Theatre Company. A redevelopment agreement approved by both parties enables the City to use TIF (tax increment financing) to assist with site assembly, enhancement of the building's exterior facades and construction of streetscape improvements surrounding the site in support of the private redevelopment of the block.

The City's architect, Erickson Sullivan, worked with Michael Bott and Associates, the Douglas Theatre architect, to design the exterior facades of the theater on this important downtown block. The result is a building that respects the architectural character of downtown while boldly reflecting its use as an entertainment center. The theater's entrance will be located on P Street while display windows will be located on all sides of the building. The display windows

will be available to community groups as well as the Douglas Theatre company to promote movies and other downtown events. Two permanent art display areas will be incorporated into the 12th Street facade of the building enhancing the 12th Street Arts Corridor.

Demolition of buildings and preparation of the site for construction is expected to be completed this November at which time construction of the new theater will begin, with a "Grand" Opening in November 2004.



The Lincoln marquee...

...coming down, as part of demo for The Douglas Grand.

12th Street Becomes Arts Corridor

Like the building of the Douglas Grand, construction of the 12th Street Arts Corridor promises to enhance the downtown experience. Extending along 12th Street from Q to M, the streetscape work currently under construction includes repairing portions of sidewalk, installation of new pedestrian lights, street furniture, and corner and mid-block planting areas. A central goal of this project is the development of an arts theme to promote 12th Street as downtown's signature arts boulevard. This theme has both immediate and long term opportunities to incorporate arts into downtown. For example, as part of the sidewalk repairs, a diverse array of leaves and other plant material were imprinted into the colored sidewalk adjacent to the National Arbor Day Foundation-owned Cooper Plaza building at 12th and P.

Property owner participation will be key to realizing the goal of creating an arts corridor. National Arbor Day staff took a lead role in the leaf imprinting project. Similarly, the arts corridor received a big boost when the Center for Great Plains Studies announced they were planning on placing a sculpture of Lewis and Clark next to their offices at 12th and Q.

October will provide another important test of the art corridor concept. Following the Lincoln Arts Council's public auction of the Tour de Lincoln bike sculptures on October 3rd, purchasers of the bikes will have the opportunity to place them along the 12th Street corridor for one last public display. Up to thirty-eight placement sites have been identified for a three-month last lap for this public art project that has captured the hearts of many in our community. This temporary exhibition will provide a wonderful opportunity to showcase the role that we expect 12th Street to play in supporting the arts in our community for many years to come.

Right: Leaf impressions decorate Cooper Plaza's new sidewalk at 12th & P Streets.



PEOPLES' HEALTH CENTER ON 27TH STREET

Another new project is nearing completion on North 27th Street. The site formally known as the "Broom Factory" is the new home of the first phase of the **Peoples' Health Center**. Redevelopment of this site was a key project identified in the **North 27th Street Corridor and Environs Redevelopment Plan**.

In June 2003, after over a year of work by Steering Committee members representing consumers and a variety of healthcare organizations, an application was approved by the federal government for funding of a

The Peoples' Health Center will be "open for business" by September 30th.



health center at 1021 N. 27th Street (27th and Y). Peoples' Health Center must be operational by September 30, 2003.

Peoples' Health Center will employ its own Executive Director, Cecelia Creighton, and as required by law, will be governed by a board of directors, which has full authority and responsibility to establish program policies. A majority of the board members must use the health center and represent the demographics of the community served: factors such as race, ethnicity, sex, age, and socio-economic status.

Peoples' Health Center will provide the following services:

- ♦ Primary medical care – David Paulus, M.D. will be the Medical Director.
- ♦ Primary dental care and oral health education (including acute, preventive, and emergency dental care) – Michael Burbach, D.D.S. will be the Dental Director.
- ♦ Lab services will be provided on site and by referral to a reference lab.
- ♦ X-ray services will be provided by referral and in collaboration with the two hospital systems.

- ♦ Pharmacy will be provided by referral and in collaboration with Wagey Drug for the federal program. However, patients may use any pharmacy they choose.
- ♦ Behavioral health (mental health and substance abuse) will be provided on site and by formal referral and in collaboration with the Community Mental Health Center (CMHC) and CF Star including emergency services provided by CMHC. The proposal calls for the center to apply for expansion funds after 12-24 months of operation to bring a mental health/substance abuse practice in-house by the third year of operation.
- ♦ Social work and health education will also be provided on site and by referral for all ages.
- ♦ WIC nutrition services will be provided on site in collaboration with Lincoln-Lancaster County Health Department.

For more information about Peoples' Health Center, contact PHC at their temporary phone number, 219-7600. When PHC opens, they will have a new phone number.

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MONEY "SMARTS" NEEDED

Urban Development is challenging local organizations to help improve the basic financial skills of clients, employees, and residents of Lincoln. The growing number of check cashing businesses, the rise in consumer debt, the number of bankruptcies and home foreclosures, and the requests for credit assistance in Lincoln all show why local consumers need these basic financial skills.

Several local organizations are planning to implement basic financial skills training programs. In July, Urban Development helped to organize a one-day workshop with the Federal Deposit Insurance Corporation (FDIC). Instructors from FDIC presented their *Money Smart* adult education curricu-

lum at a train-the-trainer workshop held at Neighborhoods, Inc. The 23 attendees represented various state-wide and local organizations who already help educate clients and consumers one-on-one, including Neighborhoods, Inc., Lincoln Action Program, Urban Development, Consumer Credit Counseling Service, USDA Rural Development, Nebraska Housing Developers Association, US Bank, Woods Brothers Realty, and Home Real Estate.

The *Money Smart* curriculum is designed to enhance financial knowledge and confidence in using banking services. The program is a set of 10 instructor-led training modules covering basic financial topics. The subjects move progressively *Continued >>>*

WELL-TIMED WORDS

Great Neighborhoods '03!

Sponsored by the City of Lincoln, the Heartland Center for Leadership Development and Neighborhoods, Inc., **GREAT NEIGHBORHOODS!** is a training program for neighborhood residents who want to take an active role in their neighborhood. The eight workshop sessions include:

- Sept. 19: Leadership Styles and Practices**
- Sept. 20: Managing Meetings and Groups**
- Oct. 10: Strengthening Membership**
- Oct. 11: Managing Conflict**
- Nov. 7: Building Media Relationships**
- Nov. 8: Partnering with City Hall**
- Dec. 12: Vision into Action**
- Dec. 13: Fund Raising Strategies**

Each session begins on a Friday, 5:30 p.m. to 9:00 p.m., and includes supper. Sessions continue on the following Saturday from 8:30 a.m. to noon and include continental breakfast. All sessions will be held at the F Street Community Center (1225 F Street). **No sessions on home football game days!**

The registration fee for all eight sessions is \$65 per person, which includes class materials and meals. Scholarships are available, but space is limited. The workshop series is funded by the Woods Charitable Fund, Inc. and Neighborhood Reinvestment Corporation. To register or for more information, call the Heartland Center at 402-474-7667.

Civil Rights Forums

The Lincoln Commission on Human Rights will hold two Civil Rights Forums this fall. The first, on Saturday, Sept. 20, from 1:00 to 3:00 pm, will be at the Bennett Martin Library Auditorium, 14th and N Streets. The

second, on Saturday, Nov. 1, from 10:30 a.m. to 12:30 p.m., will be at the Corey Eiseley Library, 15th and Superior Streets.

These public forums will be on consumers' rights in the areas of employment, housing and public accommodation. A panel from the Lincoln Commission on Human Rights staff and commissioners will present information and then open the forum for discussion and questions.

Both forums are free of charge with language and hearing impaired interpreters to be provided as requested. For more information, contact Sandi Moody, 441-7625, 441-8398 (TDD) or smoody@ci.lincoln.ne.us.

North Bottoms Lights

A key piece of the North Bottoms Focus Area plan is nearing completion. The ornamental lighting project on Charleston Street, between 7th and 10th, was designed by Erickson Sullivan Architects. The project benefitted from strong neighborhood support, collaboration between Urban Development, LES, and Public Works, and CDBG funding.

Governor's Summit

The **4th Annual Governor's Summit on Workforce Development** is Oct. 7th & 8th at the Embassy Suites Hotel. The Summit is designed to provide information for educators, elected officials, economic developers, employers, and others interested in the challenges we all face in workforce development.

The conference begins at 8 a.m. on the 7th, with a welcome address by Governor Mike Johanns. Other keynote speakers include Robert Jones, president and CEO of the Na-



Looking west on Charleston Street from 10th for a good view of the new ornamental street lights.

tional Alliance of Business, and Dr. Mary Pipher, local author, clinical psychotherapist, and adjunct professor at the University of Nebraska. The conference concludes at noon on the 8th with a presentation by Dr. Will Daggett, founder and president of the International Center for Leadership in Education.

The registration fee of \$195.00 includes all materials and break items. For more information, call Chris Triebisch at 471-8358 or visit this web site: www.NebraskaWorkforce.com


<<< *Continued from previous page.*

from an introduction to bank services and credit to topics such as maintaining a checking account, the mechanics of budgeting, the importance of saving, how to obtain and use credit effectively, and homeownership basics. The curriculum is designed so that any combination of training modules can be used, depending upon the needs of clients. The training manual includes the instructor manual, the overheads, and the students' take-home manual for each module. The curriculum is free from FDIC in hard copy and on CD ROM in both English and Spanish (future copies will be available in Chinese, Korean, and Vietnamese).

While the curriculum is free, there are some

costs involved. Copying materials, organizing the programs, recruiting participants, and providing follow-up services take time and money; so, local organizations will be looking for sponsors or partners to help cover these costs. With sustained public, private, and non-profit partnerships, local organizations will be able to offer regular basic financial skills training programs to serve a variety of client needs.

If you or your organization would like to volunteer financial or in-kind assistance, learn more about the **Money Smart** curriculum, or find out about basic financial education programs to be offered in the future, contact Hallie Salem at 441-5543 or hsalem@ci.lincoln.ne.us.



The Community of Opportunity

One of the results of last spring's **Economic Development Strategic Marketing Plan for Lincoln and Lancaster County** is a new City of Lincoln logo. It incorporates an image of the sky - an important element of Lincoln's identity. The sky represents the limitless opportunity that is present in Lincoln, and the openness of the people who live here.

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QUARTERLY QUOTE

"The North Bottoms Neighborhood is Lincoln's front porch. The new lights on Charleston Street are perfect porch lights. They make our residents and guests attending sporting events more safe and secure. They look wonderful both day and night!"

-- Ed Caudill, President of the North Bottoms Neighborhood Association

TERRATRACK DEVELOPS WILDCAT AND JOBS

On July 9, Lincoln Mayor Colleen Seng placed serial number 0000001 on the first **TerraTrack WildCat** to roll off the Lincoln assembly line. The two-passenger, tracked, all-terrain vehicle is made by former Cushman employees on tooling bought from Cushman.

In the 1970's, Cushman had a successful all-terrain vehicle called the *Trackster*. They sold more than 1,000 annually for six years, but there were design flaws, so the *Trackster* was discontinued.

Former Cushman employee Dave Ferguson tried for years to persuade his bosses to resume production of the *Trackster*, to no avail. Ferguson (now TerraTrack's marketing director and vice president) partnered with Don Farrell (now TerraTrack presi-

dent) three years ago to buy the tooling to do it themselves. They re-engineered the design to correct the flaws that derailed the original and added other improvements.

It's taken 2½ years to bring the WildCat to market, but the addition of several skilled former Cushman employees has cut development time in half. While experienced employees helped cut development time, the City of Lincoln's CDBG-funded **Job Creation Loan Program** and a number of small investors helped ease the usual cash-crunch that happens when bringing a new product to market.

The company has 10 dealers but expects to have at least one in every state within 18 months. Projections call for having as many as 40 to 50 employees in the next few years.

With its product now on the market, TerraTrack can begin to work on follow-up ideas, including a four-passenger WildCat, a remote-controlled version, and a floating model.



Guests admire the WildCat at TerraTrack's ribbon cutting ceremony for the new all-terrain vehicle.

THE PRIMARY MISSION OF THE URBAN DEVELOPMENT DEPARTMENT IS THE REVITALIZATION AND MAINTENANCE OF LOW AND MODERATE INCOME COMMUNITIES AS PRODUCTIVE AND VIGOROUS PARTS OF THE CITY AS A WHOLE.